

WHAT IS CLAIMED IS:

1. A method of controlling the functionality of an application program, comprising:
contacting a server;
receiving a response from the server, the response containing a token;
interpreting information contained in said token; and
invoking a level of functionality in said application program in accordance with said token.
2. The method of claim 1, wherein said application program comprises a web browser and the response includes a document.
3. The method of claim 1, wherein said token is encrypted and the method further comprising decrypting said token.
4. The method of claim 3, wherein said token is a hash of said server's domain name.
5. The method of claim 3, wherein said token is a digital certificate based on said server's domain name.
6. The method of claim 1, wherein said level of functionality comprises at least one of scheduling pop-up ads, audio playback, video playback, and plug-in support.
7. The method of claim 1, wherein said application program comprises a browser control that invokes a viewer.
8. A method of affecting the functionality of an application program, said method comprising:
contacting a server;
requesting a document on said server;
parsing a response from said server for a token;
interpreting information contained in said token; and
invoking a level of functionality in said application program in accordance with said information contained in said token.

9. The method of claim 8, wherein said application program comprises a web browser and the response includes a document.

10. The method of claim 8, wherein said token is encrypted and the method further comprising decrypting said token.

11. The method of claim 10, wherein said token is a hash of said server's domain name.

12. The method of claim 10, wherein said token is a digital certificate based on said server's domain name.

13. The method of claim 8, wherein said level of functionality comprises at least one of scheduling pop-up ads, audio playback, video playback, and plug-in support.

14. The method of claim 8, wherein said application program comprises a browser control that invokes a viewer.